# Guide to Graphic Design

*Scott W. Santoro*

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**Guide to Graphic Design** Scott W. Santoro

**Learn to Conceptualize, Create, and Communicate in Graphic Design.**

An exciting first edition, *Guide to Graphic Design* helps readers learn the mechanisms used to convey information, integrate ideas into full concepts, but most importantly, to think like a graphic designer. Scott W. Santoro focuses on the principle that design is a layered and evolving profession. The text highlights step-by-step design processes and illustrates how to build good work habits.

Creations from top design firms and design school programs are presented in each chapter engaging readers through the book. Designers have contributed short essays on their work style, their studio habits, and their inspirations. Each designer, showing a passion for design and communication, offers a new perspective and approach to possible working methods.

MyArtsLab is an integral part of the Santoro, program. Key learning applications include, Closer Look tours, 12 Designer Profile videos and *Writing About Art.*

**A better teaching and learning experience**
The teaching and learning experience with this program helps to:

- *Personalize Learning*  - MyArtsLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance.
- *Improve Critical Thinking*  - Exercises throughout the texthelp readers to make decisions and understanding the connection between an idea and its execution.
- *Engage Students*  - Each chapter presents quick, in-class exercises and longer, more involved projects.
- *Support Instructors* – Instructor recourses are available in one convenient location. Figures, videos and teacher support materials create a dynamic, engaging course.

**NOTE:** MyArtsLab does not come automatically packaged with this text. To purchase the text with MyArtsLab, order the package ISBN:

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